

Department of Planning & Zoning

The Vision for King Street

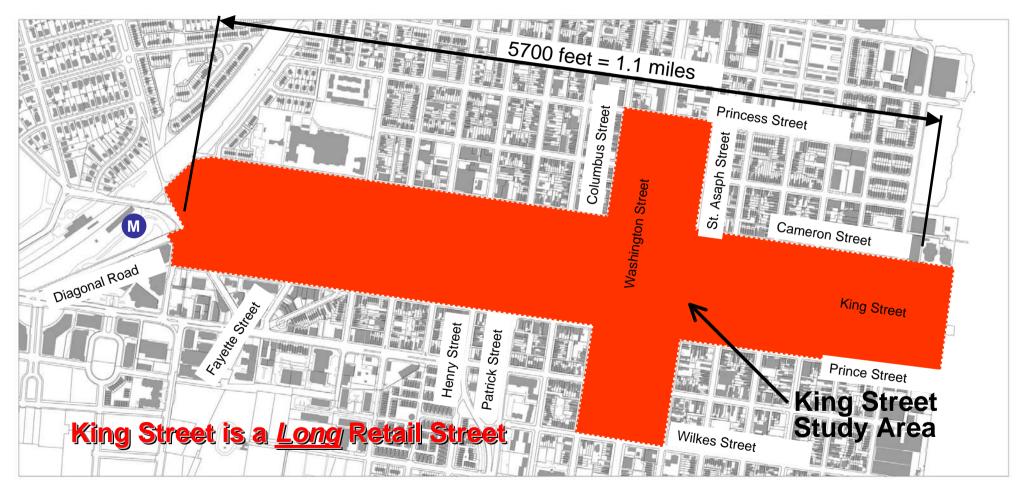
- Creates a strategic approach that allows the street to adapt to an ever changing market;
- Enhances King Street as the historical, cultural and retail focus of Alexandria;
- Encourages an attractive, vital pedestrian place serving locals and visitors alike - an inviting and active street;
- Builds upon its traditional town character with its close relationship to the residential community;
- Supports unique retail activity on the ground floor and office and residential uses on the upper floors to provide day and evening activity;
- Capitalizes upon the history in general and the waterfront history in particular;

 Manages the parking and transportation to enhance the visitor experience and minimize the impact on the residential community.

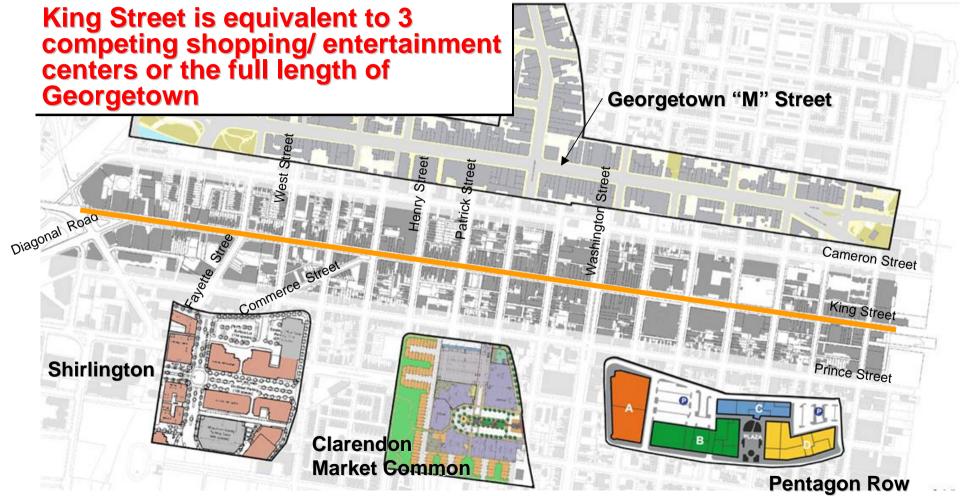
The Vision is achieved through Guiding Principles & Recommendations

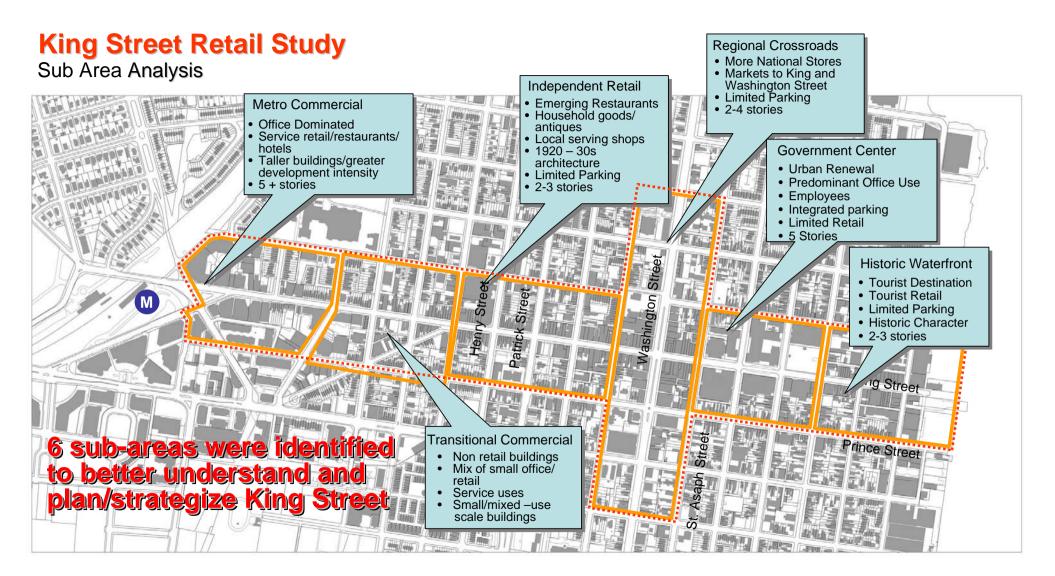
- Land Use
- Streetscape the pedestrian experience
- Waterfront
- Historic/Cultural
- Parking
- Circulation/Transportation
- Management/Marketing/Incentives

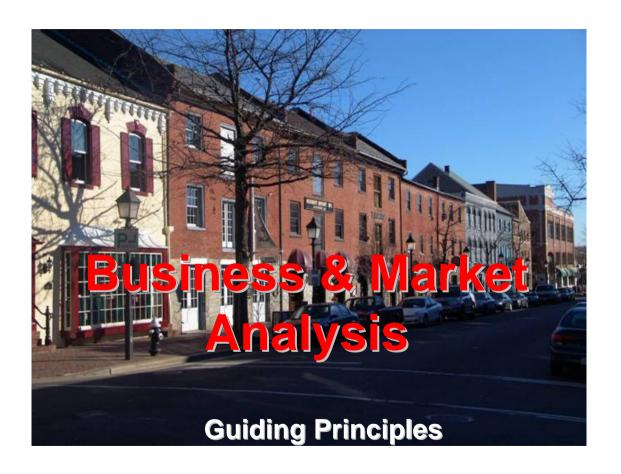
The Study Area



Comparative Analysis







Business Survey

Business Interviews (25+ Stores)

Average years in business: 11

❖ Average Size: 4,869 SF

❖ Average Employees: 12.6

Excluding Restaurants 7.2

95%

37%

32%

16%

\$29.87/SF

Typical Hours of Operation: **Different Closing Times**

❖ Open 10/11 AM

❖ Close 6/7 PM

❖ Close 8/9 PM

❖ Close 10/11 PM

Average Rent:

Key Competition:

Georgetown & Pentagon City

Sales Data

❖ King Street Average Sales:

❖ National Average:

King Street High: \$1,066/SF

 King Street Low: \$129/SF

❖ Sales Trends

\$352/SF

\$265/SF

 King Street High Trend: +16%/Yr

King Street Low Trend:

 Share w/Sales Increasing 59%

 Share w/Sales Decreasing 35%

 A general decrease in the "Waterfront District and an Increase in "Regional Crossroads"

King Street Average: +1.2%/Yr

-15%/Yr

Business Mix

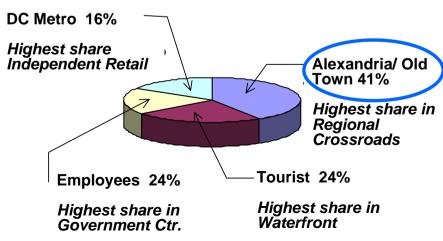
Number of Businesses: 539

❖ Retail	302 (55%)		
 Shopper Goods 167 (3 	31%)		
Restaurants	75	(14%)	
Personal Service	40	(7%)	
Convenience	20	(4%)	

- Offices 182 (34%)
- Vacant Spaces *55 (10%)*
- Total Area of Retail Businesses
 - ❖ Retail Area 883,000 SF (equivalent to Ballston Commons)
- Net Change in Inventory Last 6 years 6,000 SF or 0%

• Independents v. Chains 31 (10%) Number of Chains 135,400 (18%) Square Feet 600 Block 8 (57%) • Net Change 96 – 03 (01%)

Source of Business (2003)



Business Survey

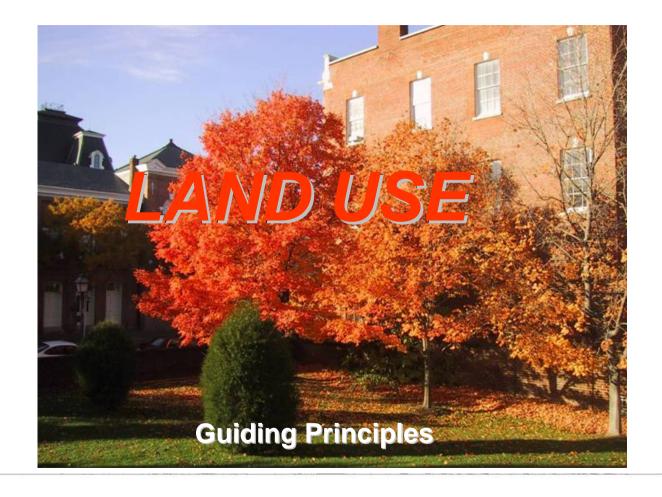
Key Issues for Business Owners

		% of responses
1.	Marketing of King Street	(16%)
2.	Employee Parking	(12%)
3.	Customer Parking	(12%)
4.	City Regulatory Environment	(12%)
5.	Streetscape/Environment	(9%)
6.	Overall Economy	(7%)

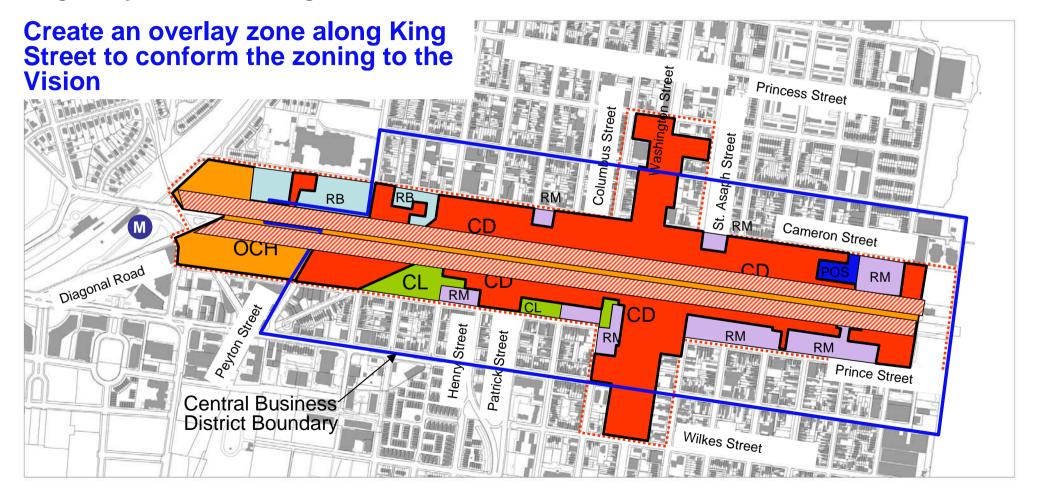
Market Findings

Net New Demand for Selected Uses (2008)

Convenience Food	11,900 SF
Department Store	33,200
Market/Grocery/Pharmacy	40,000
Apparel	5,700
Shoe Stores	19,700
Home Furnishings	11,900
Hardware	2,300
 Misc. Shoppers Goods (books, CDs, hobby) 	23,500
Restaurants (no bar)	-24,000
Bar/Pub	29,700
Cinema, related entertainment	45,000



Regulatory Controls – Zoning



LAND USE - CD ZONE

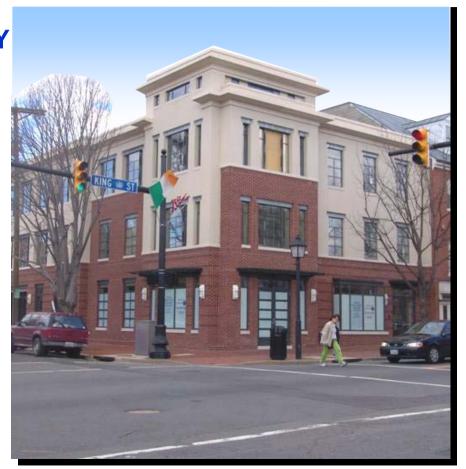
GOAL: CREATE A LIVELY RETAIL DISTRICT AND A PEDESTRIAN FRIENDLY STREETSCAPE

GROUND FLOOR USES

- Optimize the pedestrian experience by requiring retail at the ground floor with active storefronts;
- Prohibit new ground floor office use;
- Limit the width (street frontage) of personal services and financial institutions.

UPPER FLOOR USES

- Encourage new residential and office on the upper floors to add to the daytime and evening activity;
- Reduce parking disincentive for residential
 - Modify parking requirements to allow one parking space per residential dwelling unit (currently 1.3 to 1.75)



LAND USE - CD ZONE

Ground floor office uses create dead pedestrian zones along the retail streetscape. Office uses tend to close off windows for privacy, creating blank facades.

They Can't Give it Away

A British bank testing responses to its window displays put up a sign offering a 5 pound note to anyone who would step inside to collect it, the BBC reported. After two hours, no one had taken up the offer. A spokeswoman told the BBC, "The basic conclusion that we came to was that people would much rather look at shops that are selling dresses than financial services."

Ground floor office uses create dead pedestrian spaces in the retail/ pedestrian areas

Pedestrian spaces become the smoking zone!

LAND USE - CD - ZONE

GOAL: CREATE A LIVELY RETAIL DISTRICT AND A PEDESTRIAN FRIENDLY STREETSCAPE

- Adjust the USES to be consistent with the King Street Concept
 - Eliminate the inconsistent uses, e.g. single family housing, townhouses, hospitals
- Incorporate incentives where possible to achieve the desired goals for King Street
- Recognize that King Street is a series of related districts with different characteristics and requirements



LAND USE - CD ZONE

GOAL: CREATE A LIVELY RETAIL DISTRICT AND A PEDESTRIAN FRIENDLY STREETSCAPE

- Ease the approval process for small businesses;
 - Administrative SUP for approval of full service restaurants less than 60 seats located west of Washington Street
- Permit outdoor dining with use permit;
- Permit valet parking for individual business with an administrative use permit;
- Create store front design guidelines;
- Limit amount of fast food dining per subarea by requiring SUP for all food vending venues where the primary business is carry out food



New Opportunities for Sitting and Dining along King Street



STREETSCAPE – The Pedestrian Zone

- Assure the highest quality in the public realm
- Create an inviting pedestrian experience
- Assure cleanliness
- Establish a minimum width for the pedestrian zone

Enhance the landscaping





Running Bond

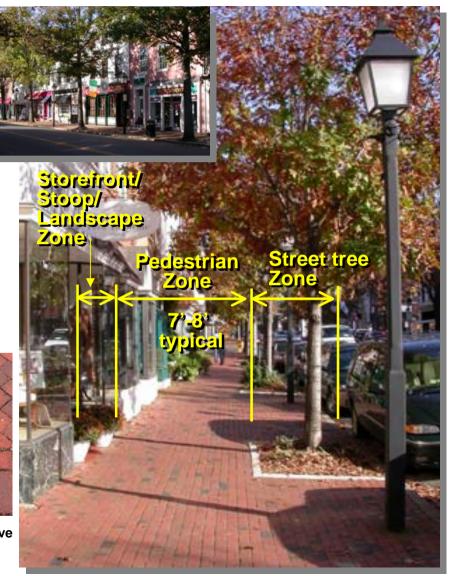
Herringbone
October 25, 2004



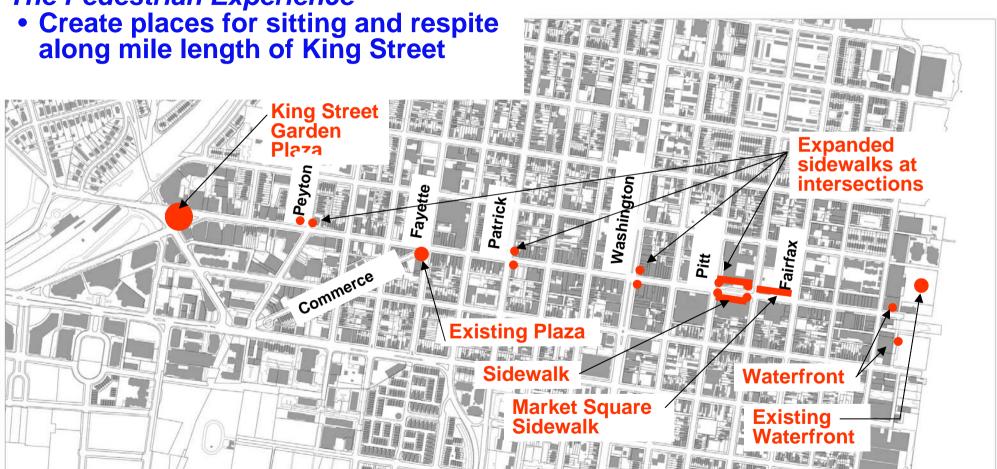
Basket Weave



Basket Weave



The Pedestrian Experience



Pedestrian Experience

• Enhance the landscaping while creating places to sit and relax





PEDESTRIAN EXPERIENCE - Clutter

• Create an enhanced pedestrian experience by designing the street and removing the visual clutter



Unorganized street elements

STREETSCAPE – The Street Clutter

 Create standards and guidelines to ensure that the public and the private elements in the streetscape are well designed and appropriate to the historic character



October 25, 2004

Honolulu Bike Rack

STREETSCAPE - Pedestrian Environment

 Assure that the infrastructure elements are consistent with the historic character of the street



STREETSCAPE - Pedestrian Environment

 Assure that the graphic program is planned and consistent with the historic character of the street





The signs should have a theme of welcome to Alexandria - but most are "don't do this, limit that"

S20-FINE

STREETSCAPE - Pedestrian Environment

 Assure that the graphic program is planned and consistent with the historic character of the street











STREETSCAPE - Pedestrian Environment

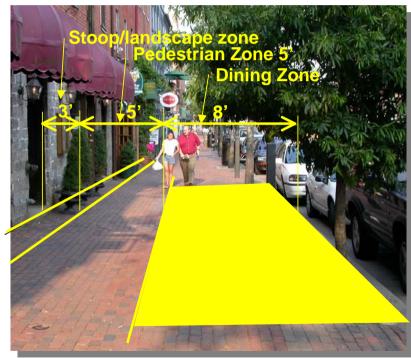
 Provide easy opportunities for outdoor dining to enliven and provide color and activity on the street

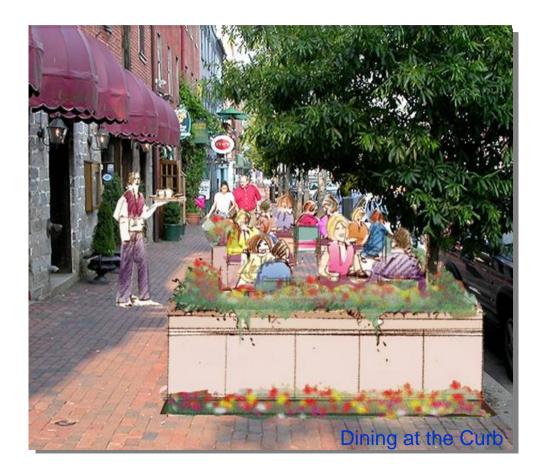




STREETSCAPE - Pedestrian Environment

 Provide easy opportunities for outdoor dining to enliven and provide color and street activity







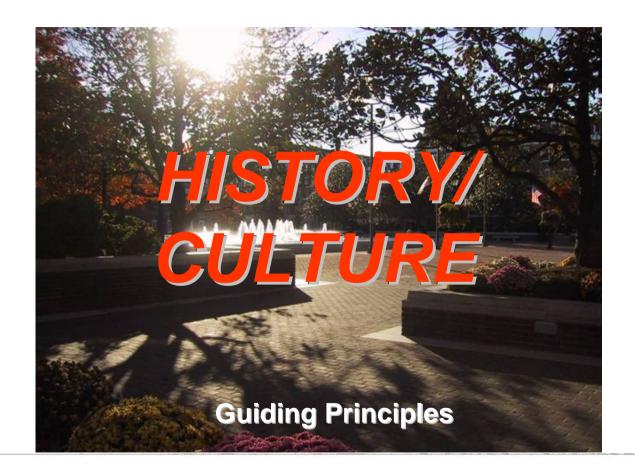
King Street Retail Study WATERFRONT

 Create a public waterfront that reflects Alexandria's waterfront the world class reputation



 Undertake a planning process to define the uses and design of a revitalized waterfront east of Strand and between King & Duke

 Obtain waterfront properties at foot of King Street & along the Strand



HISTORIC CULTURE

GOAL: PRESERVE & WHILE CAPITALIZING ON ALEXANDRIA'S HISTORY

- Develop the "Alexandria Walk" as a major attraction for King Street/Old Town including:
 - Common signage
 - Common hours
 - Common promotion
 - Self Guided and Docent Guided Tours
 - Museum Shop
- Complete the inventory of the secondary historic resources
- Encourage the completion of the historic plaque program











PARKING -

What we found:

- A perception of a parking need;
 - Retail parking
 - Employee Parking
- Limited number of public parking facilities;
- Private parking has limited public access;
 - 606 spaces not available on weekend or evenings
- 19% of the total 6000 parking places is on-street;
- Parking is not coordinated as a public resource – no parking district;

 Parking is not required for ground floor uses nor office as an upper floor use.



PARKING –
On-Street Parking Occupancy:
Percent of Unoccupied Spaces

Sub-Area	11am -1pm	1pm- 3 pm	3 pm- 5 pm	5 pm- 8 pm
Historic Waterfront			20%	
Government Center			24%	22%
Regional Crossroads	26%	34%	48%	36%
Independent Retail		28%	39%	37%
Transitional Commercial	30%	38%	41%	38%
Metro Commercial	28%	32%	33%	25%

- Despite perceptions, generally on-street parking is available
 - Waterfront & Governmental Center fully occupied at mid-day
 - Waterfront tight in the evening
 - Other areas have capacity at all times
- High level of turnover:
 - Lowest Transitional Commercial (2.9/space)
 - Highest Governmental Center
 (5.7/space) & Historic Waterfront (5.4)
- Average duration under two hours,
- Longest duration (over 6 hours) concentrated in a few blocks

PARKING -

Parking Improvement Strategies

- Serve the retail customer with the traditional on-street parking;
- Serve employees and longer-term customers with off-street parking – maximize garage usage
- Assure on-street parking by maximizing the use of off-street parking:
 - Work with private garage owners to permit/encourage public parking
 - Create brochure and website
 - Develop uniform, Old Town parking signage program
 - Develop a program to encourage/ subsidize off-street employee parking

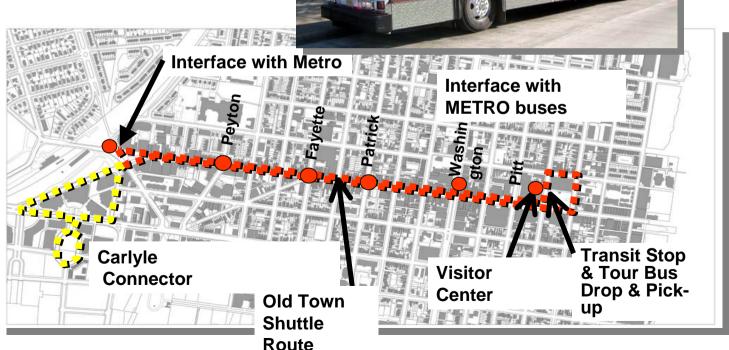
- Implement a revitalized "Park Alexandria" parking validation program
- Valet Parking Simplify approval process - create standards permit administratively rather than through SUP.
- Maximize use of transit to the area including local trips (e.g. PTO-to-Old Town)

CIRCULATION/TRANSPORTATION –
GOAL: MITIGATE THE AUTO TRAFFIC &
PARKING THROUGH A SHUTTLE
TRANSPORTATION SYSTEM

Transit Shuttle:

Connect PTO to King Street during lunch hours

- Create a "fun"special shuttle along King Street
- Coordinate stops with pedestrian seating areas



TRANSPORTATION - CIRCULATION

- Enhance the Transit Shuttle Service on King Street to serve the employee and the customer
 - Consider 3 types of shuttles to serve different markets:
 - Work Trip: Increase transit use to major employment sites;
 - Lunch Shuttle: Provide increased local access from employment areas;
 - Evening Entertainment Shuttle: Link parking garages and Metro station to restaurant/ entertainment areas.
 - Utilize unique vehicles to create a special identity
 - Incorporate a comprehensive graphic system that assures an understanding of the services
 - Limit hours of service vehicles on King Street.





King Street Retail Study Marketing Program

PROGRAMMED ACTIVITIES

Create programmed activities to differentiate King Street from the competition

Street Festivals & Events

Farmers' Market

PUBLIC ART

Capitalize on the reputation of the Torpedo Factory to attract visitors to art events

- Permanent Art
- Temporary Exhibitions



RECREATIONAL PROGRAMMING

Capitalize on Alexandria's waterfront as a recreational and open space amenity

- Open Space
- <u>Trails</u>
- Sailing/Boating/Marinas
- Boating Festivals
- Sports Events

ARCHITECTURAL HERITAGE

Capitalize on Alexandria's architectural &

cultural heritage

- Walking Tours
- <u>Educational</u> <u>Programs</u>



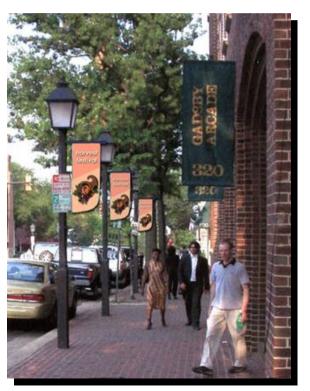
Old Town/King Street Identification

CREATE PROGRAMS TO PROMOTE SEASONS OR EVENTS

 Provide changeable banner program to announce the seasons, holidays or special events







King Street Retail Study Marketing Program

RECRUITMENT & RETENTION

GOAL: DEVELOP A PROGRAM TO RECRUIT APPROPRIATE KING STREET RETAIL

 Recruitment of Independent Retailers – Create programs to focus on attracting locally-owned, independent stores to fill vacant/new spaces;

Recommended types of retail

- Arts & Related Stores Capitalize on the Torpedo Factory and Festivals
- Grocery Store Capitalize on demand for groceries & pharmacies
- Entertainment Meet the clear demand and market gap for entertainment venues (beyond existing side uses).
- Old Town Theater Support the reopening of the Old Town Theater as a needed entertainment venue

- Waterfront Entertainment Venue –
 Consider a waterfront entertainment
 venue, perhaps the redevelopment of the
 City's food court:
 - Live Music Venue
 - Legitimate Theatre (theatre, children's puppet theatre, etc)
 - Cinemas (art-house)
 - Museum/Exhibition Center (art exhibitions, historic/cultural permanent collection)
- Instoller cultural position of the control of the
 - Archaeology Museum
 - Family Entertainment Center (recreation/ games w/ eat/drink)
 - Community Entertainment Facility (rec/education facility, etc)

King Street Retail Study Marketing Program

GOAL: DEVELOP A PROGRAM TO RETAIN APPROPRIATE KING STREET RETAIL

- Retention Expand the outreach and monitoring of existing businesses to foresee problems and assist the business entities
- Intervention Identify actions in support of threatened existing businesses;
- Outreach & Promotion City/ACVA to develop programs for outreach and promotion in addition to the event planning. Identify methods of increasing business without increasing the number of visitors to King Street.

Networking - Assist King Street businesses by creating networking programs to strengthening ties among the existing retailers

- Local Buyer Programs Create local buyer programs to target residents, employee shoppers, and businesses so that local businesses assist each other by buying locally.
- Hotels/Conferences Continue the ACVA effort to build close relationships with the hotels to ensure that hotel guests patronize the King Street businesses.





King Street Management Organization

Create a public/private organization to manage the King Street initiatives and advise the City

- Create a Management/Advisory organization for King Street in Old Town -King Street Partnership - (KSP) to:
 - Support/Enhance the King Street Mission and Goals/Objectives
 - Advise the City on issues that relate to King Street
 - Coordinate the public/private parking resources
 - Coordinate with DASH to provide enhanced transit services
 - Establish/Monitor retail/entertainment standards or guidelines for operations

- Provide merchandising expertise
 - General Promotions
 - Merchandising Assistance
- Work with the City to establish public/ private streetscape standards
- Identify public and private maintenance responsibilities
- Establish a Board which represents business and residential representatives

Consider funding through a Business Improvement District (BID) with paid management staff



THE PUBLIC BENEFIT

- Assures the opportunity for a healthy, active street that can prosper in an ever changing economic environment;
- Creates an inviting pedestrian retail environment to maintain leadership in a competitive market;
- Capitalizes on Alexandria's Old Town assets;
- Recognizes the balance between the commercial and residential communities;
- Begins the process of restoring the waterfront to public use;
- Creates a framework for a parking and transportation system to support the businesses while minimizing the impact on the neighborhoods;
- Provides a pro-active management, funding and implementation organization that shares "ownership" in King Street with the City.